(b) if so, the details of this new strategy and implementation thereof?

THE MINISTER OF TOURISM AND CULTURE (SHRI JAGMOHAN): (a) In order to meet the adverse conditions in the arena of tourism in the aftermath of the terrorist attacks in the United States on September 11, 2001, the Department of Tourism, Government of India has evolved a Seven Point Programme for promotion of tourism in the country.

(b) The details of the Seven Point Programme are given as below:—

(i) Do not ring alarm bells too often;

(ii) Propagate India as a safe and secure destination;

(iii) Step-up marketing in the Western and Northern world;

(iv) Break new grounds in the East and South, particularly with regard to China, Korea, Japan, Taiwan, Singapore and Australia;

(v) Give special boost to domestic tourism, particularly the tourism connected with pilgrimage and use the new facilities and infrastructure created in this regard to serve as a backbone for international tourism in time to come;

(vi) Create conditions in which India attains a very great reputation for ethical trade and business practices; and

(vii) Help in initiation of a great reform movement in India, a sort of new renaissance which would make India more creative and constructive and bring about a work culture of the highest class and also project India as a unique country which provides opportunities for physical invigoration, mental rejuvenation, cultural enrichment and spiritual elevation.

Static flow of tourists in india

586. SHRI PREM CHAND GUPTA: Will the Minister of TOURISM AND CULTURE be pleased to state:

(a) whether it is a fact that for many years now India's share of foreign tourists has been static at 0.38 per cent;

(b) whether this has been attributed to lack of implementation, effective governance and will; and

(c) if so, Government's views in this regard?

THE MINISTER OF TOURISM AND CULTURE (SHRI JAGMOHAN): (a) Yes, Sir.

(b) India's share has remained static inspite of achieving an average annual growth rate of about 4.5% in the tourist arrivals to the country during the last five years.

(c) Special efforts are being made to boost tourism in India and to increase its share of the world tourist traffic. Special efforts are on to present to the world the wonder that is India—wonder not only in terms of beauties and bounties of nature but also in terms of a civilisation that was bom, bred and beckoned here and also beamed outside its geographical frontiers and left its imprints as far as Bahamia in Afghanistan in North-West and Cambodia in the East, a civilisation that sprang up from an original and powerful mind and created three of the five greatest thought processes in the world, namely, Hinduism, Buddhism and Jainism.

Government's overall endeavour is to ensure that the tourist to India should get physically invigorated, mentally rejuvenated, culturally enriched and spiritually elevated. And on return to his country, he should feel India within him.

A new Tourism Policy is in the offing. It would be finalised before the year end. Our Prime Minister, Shri Atal Behari Vajpayee, in his Independence Day message on August 15, 2001, had declared: "Tourism is a big source of employment generation and foreign exchange earning. Indeed, it is the fastest growing industry in the world today. To achieve this end, we shall unveil a progressive National Tourism Policy before the end of this year."

Rock Garden in Karnataka

587. SHRI K. RAHMAN KHAN: Will the Minister of TOURISM AND CULTURE be pleased to state:

(a) whether there is any proposal received from the Government of